

Appendix D
Oroville Household Survey

Survey: orooro, orosf, orosac, oroeno
Demo: orodemo

LAKE OROVILLE HOUSEHOLD RECREATION TELEPHONE SURVEY - #624

Introduction: Hello, my name is _____, and I'm conducting a brief survey for the California Department of Water Resources. We're talking to residents of California and Nevada about outdoor recreation in northern California. I am not selling anything. This survey is being conducted to improve state recreation services and facilities in northern California. May I ask you a few questions?

1. Have you lived in California or Nevada for at least 6 months?
 - ☐ Yes (SKIP TO Q2)
 - ☐ No (THANK, TERMINATE AND TALLY)
2. Are you at least 18 years old?
 - ☐ Yes (SKIP to Q3)
 - ☐ No (THANK, TERMINATE AND TALLY)
3. Did you participate in outdoor recreation activities at rivers and lakes **in northern California at least 3 days during the last year?** By outdoor recreation, I mean activities such as swimming in reservoirs or lakes, fishing, boating, hiking, and camping. (WHEN CALLING THE S.F. BAY AREA, ADD:) We're not including ocean activities. By northern California, I mean those portions of the state that include both the Bay Counties and Delta regions extending north to the Oregon border. So my question is: Did you participate in outdoor recreation activities at rivers and lakes **in northern California at least 3 days during the last year?**
 - ☐ Yes (CONTINUE)
 - ☐ No (ASK IF ANYBODY ELSE IN THE HOUSEHOLD 18 OR OVER HAS PARTICIPATED. IF SO, START OVER WITH THAT PERSON. IF NOT, THANK, TERMINATE AND TALLY)
4. (Deleted)

5. Now I will read you a list of rivers and lakes located in Northern California. Please tell me which ones you have visited in the last 12 months. (READ LIST AND CHECK ALL THAT APPLY)

- ☐ Lake Almanor
- ☐ South Fork Feather River
- ☐ Middle Fork Feather River
- ☐ North Fork Feather River
- ☐ West Branch Feather River
- ☐ Feather River
- ☐ Lake Oroville
- ☐ Butte Valley Lake
- ☐ Bucks Lake
- ☐ Sacramento River
- ☐ American River
- ☐ Delta rivers or lakes
- ☐ Yuba River
- ☐ Pit River
- ☐ Lake Tahoe
- ☐ Eagle Lake
- ☐ Trinity Lake
- ☐ Lake Davis
- ☐ Lake Berryessa
- ☐ Little Grass Valley Reservoir
- ☐ Folsom Lake
- ☐ Honey Lake
- ☐ Stoney Gorge Reservoir
- ☐ Lake Britton
- ☐ Black Butte Lake
- ☐ Antelope Lake
- ☐ Lake Shasta
- ☐ Frenchman Lake
- ☐ Rivers and lakes in the Lassen National Forest
- ☐ Rivers and lakes in the Plumas National Forest
- ☐ Whiskeytown Lake
- ☐ Other Rivers _____ (SPECIFY, ACCEPT UP TO 3 OTHER RIVERS)
- ☐ Other Lakes _____ (SPECIFY, ACCEPT UP TO 3 OTHER LAKES)

6. Now I will read you a list of 4 different types of outdoor recreation settings. Please tell me which one you most prefer for recreation. (READ LIST AND CHECK ONE)

- ☐ Natural and undeveloped areas in remote locations near lakes and rivers
- ☐ Developed nature-oriented parks and recreation areas near lakes or rivers
- ☐ Highly developed parks and recreation areas in or near urban areas near lakes or rivers
- ☐ Historical or cultural buildings, sites or areas

7. Now, I would like to ask you some questions about a specific area, the Lake Oroville Area. As you may know, this area is located 60 miles north of Sacramento along Highway 70, and about 20 miles south of Chico. The Lake Oroville area includes the Oroville Reservoir itself, the Thermalito Forebay, Afterbay, and the Feather River below the Oroville Dam, as well as the Oroville Wildlife Area, and the Clay Pit Off-Highway Vehicular Area. (IF Q5 = LAKE OROVILLE, SKIP TO Q9 FROM HERE.)

Have you heard of the Lake Oroville Area?

- ☐ Yes
- ☐ No (SKIP TO Q18; THE INTERVIEW IS GOOD BUT DOES NOT COUNT TOWARD QUOTA)

8. Have you ever visited the Lake Oroville Area?

- ☐ Yes (CONTINUE)
- ☐ No (SKIP TO Q15)
- ☐ Not sure (SKIP TO Q15)

9. How often do you visit the Lake Oroville area? Do you visit . . . (READ CHOICES; ONE ANSWER ONLY)

- ☐ 3 or more times per year
- ☐ 1-2 times per year
- ☐ Less than 1 time per year

10. Overall, how would you rate your satisfaction with your last visit to the Lake Oroville area?

- ☐ Extremely dissatisfied (CONTINUE)
- ☐ Very dissatisfied (CONTINUE)
- ☐ Somewhat dissatisfied (CONTINUE)
- ☐ Neither dissatisfied or satisfied (SKIP TO Q11)
- ☐ Somewhat satisfied (SKIP TO Q11)
- ☐ Very satisfied (SKIP TO Q11)
- ☐ Extremely satisfied (SKIP TO Q11)

- 10A. Why were you (answer from Q10) with your last visit to the Lake Oroville area? (PROBE WELL; RECORD ANSWER ON PAPER)
-

11. When was the last time you visited the Lake Oroville area?

- ☐ Within the last 12 months (SKIP TO Q12)
- ☐ 1-2 years ago (SKIP TO Q12)
- ☐ 2-3 years ago (SKIP TO Q11b)
- ☐ More than 3 years ago (SKIP TO Q11b)
- ☐ Can't remember (ASK Q11a)

- 11a. Was it within the last 2 years?
Yes (SKIP TO Q12)
No (CONTINUE)
Don't Know (CONTINUE)
- 11b. Why haven't you visited the Lake Oroville area in the last 2 years? (PROBE WELL; RECORD ANSWER ON PAPER.) (PROBING NOTE: THEY'VE VISITED OTHER PLACES FOR OUTDOOR RECREATION IN THE LAST 2 YEARS & THEY'VE VISITED LAKE OROVILLE IN THE PAST – WHY DIDN'T THEY CHOOSE THE LAKE OROVILLE AREA?)
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12. Which of the following special events would motivate you to visit the Lake Oroville area **more often**? (READ LIST; CHECK ALL THAT APPLY)

- ☐ Living history demonstrations
- ☐ Food/beverage festivals
- ☐ Powerboat races
- ☐ Canoe/Kayak/river-related events
- ☐ Sailing events
- ☐ Water-skiing events
- ☐ PWC events
- ☐ Mountain bike races
- ☐ Equestrian events
- ☐ Fishing events
- ☐ Target shooting competition
- ☐ OHV related events such as trials events, enduro events, and motocross races
- ☐ Triathlons
- ☐ Other (SPECIFY) _____

13. Which of the following facilities would motivate you to visit the Lake Oroville area **more often**? (READ LIST; CHECK ALL THAT APPLY)

- ☐ Expanded outdoor/nature/cultural/historic interpretation center
- ☐ Water park
- ☐ Floating restaurant on Lake Oroville
- ☐ Warm-water swimming/beach areas
- ☐ Showers at day use areas
- ☐ Children's play areas
- ☐ More Full Hookup RV sites
- ☐ More RV sites that are accessible to people with disabilities
- ☐ Other facilities (SPECIFY) _____

14. Are there any other facilities you would like to see at the Lake Oroville Area?

- ☐ Yes, what _____
- ☐ No

(NOW SKIP TO Q18)

15. Why have you never visited the Lake Oroville area? Please tell me which of the following reasons apply to you. (READ; ROTATE; CHECK ALL THAT APPLY)

- ☐ Not interested in water-related recreation
- ☐ Prefer to go to other lakes (ASK Q15A)
- ☐ It is too far from my home
- ☐ It is not located on a major highway
- ☐ I don't know enough about the area that would motivate me to visit there
- ☐ Prefer different setting
- ☐ Other (SPECIFY) _____

15a. You said you prefer to go to other lakes. Which lakes do you prefer to go to? (DO NOT READ CHOICES)

- ☐ Antelope Lake
- ☐ Black Butte Lake
- ☐ Bucks Lake
- ☐ Butte Valley Lake
- ☐ Delta rivers or lakes
- ☐ Eagle Lake
- ☐ Folsom Lake
- ☐ Frenchman Lake
- ☐ Honey Lake
- ☐ Lake Almanor
- ☐ Lake Berryessa
- ☐ Lake Britton
- ☐ Lake Davis
- ☐ Lake Shasta
- ☐ Lake Tahoe
- ☐ Lakes in the Lassen National Forest
- ☐ Lakes in the Plumas National Forest
- ☐ Little Grass Valley Reservoir
- ☐ Stoney Gorge Reservoir
- ☐ Trinity Lake
- ☐ Whiskeytown Lake
- ☐ Other (SPECIFY) _____

16. Are there any special events that would motivate you to visit the Lake Oroville area **for the first time?**

- 16a. Would any of the following special events motivate you to visit the Lake Oroville area for the first time? How about . . . (READ LIST; CHECK ALL THAT APPLY)
- ☐ Living history demonstrations
 - ☐ Food/beverage festivals
 - ☐ Powerboat races
 - ☐ Canoe/Kayak/river-related events
 - ☐ Sailing events
 - ☐ Water-skiing events
 - ☐ PWC events
 - ☐ Mountain bike races
 - ☐ Equestrian events
 - ☐ Fishing events
 - ☐ Target shooting competition
 - ☐ OHV related events such as trials events, enduro events, and motocross races
 - ☐ Triathlons
17. Are there any outdoor recreation facilities that would motivate you to visit the Lake Oroville area **for the first time**?
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- 17a. Would any of the following facilities motivate you to visit the Lake Oroville area for the first time? How about . . . (READ LIST; CHECK ALL THAT APPLY)
- ☐ Expanded outdoor/nature/cultural/historic interpretation center
 - ☐ Water park
 - ☐ Floating restaurant on Lake Oroville
 - ☐ Warm-water swimming/beach areas
 - ☐ Showers at day use areas
 - ☐ Children's play areas
 - ☐ More Full Hookup RV sites
 - ☐ More RV sites that are accessible to people with disabilities

18. I'd like to now ask you some questions about how much money you've spent on outdoor recreation activities in the past 12 months. Again, by outdoor recreation, I mean activities such as swimming in reservoirs or lakes, fishing, boating, hiking, and camping. Thinking back over the past 12 months, about how much have you personally spent on durable equipment used specifically for outdoor recreation, including items such as fishing equipment, camping equipment, and hunting equipment, but excluding boats, RVs, and other types of vehicles. Would you say it was: (READ CHOICES; ONE ANSWER ONLY)
- ☐ Less than \$100
 - ☐ \$100 - \$250
 - ☐ \$251 - \$500
 - ☐ \$501 - \$1,000
 - ☐ \$1,001 - \$2,500
 - ☐ \$2,501 - \$5,000
 - ☐ \$5,001 - \$10,000
 - ☐ More than \$10,000
 - ☐ (Don't know/refused – DO NOT READ)
19. How much would you say you personally spent over the past 12 months on trip-related expenses preparing for and participating in outdoor recreation activities, such as expenses on transportation to and from recreation areas, recreation-related supplies, lodging, food, and recreation services such as boat rentals? Would you say it was: (READ CHOICES; ONE ANSWER ONLY)
- ☐ Less than \$100
 - ☐ \$100 - \$250
 - ☐ \$251 - \$500
 - ☐ \$501 - \$1,000
 - ☐ \$1,001 - \$2,500
 - ☐ \$2,501 - \$5,000
 - ☐ \$5,001 - \$10,000
 - ☐ More than \$10,000
 - ☐ (Don't know/refused – DO NOT READ)
20. Finally, we would like to know something about you. All responses will be kept confidential. What is the highest level of education you have completed so far? (READ CHOICES IF NECESSARY; ONE ANSWER ONLY)
- ☐ Some high school
 - ☐ High school graduate
 - ☐ Some college
 - ☐ Bachelor's degree or equivalent
 - ☐ Master's degree or equivalent
 - ☐ Ph.D., J.D., M.D., or equivalent
 - ☐ (REFUSED – DO NOT READ)
21. What is your age? _____ years

22. What is your occupation?
- ☐ Employed (SPECIFY OCCUPATION) _____(CONTINUE)
 - ☐ Unemployed, looking for work (SKIP TO Q24)
 - ☐ Not employed outside the home (housewife, disabled, etc.) (SKIP TO Q24)
 - ☐ Retired (SKIP TO Q24)
 - ☐ DK/Refused (CONTINUE)
23. Do you own your own business?
- ☐ Yes (ASK Q23A)
 - ☐ No (SKIP TO Q24)
- 23a. Does it involve recreation-related services or merchandise in any way?
- ☐ Yes (ASK Q23B)
 - ☐ No (SKIP TO Q24)
- 23b. Is it a recreation-related **service** business or a recreation-related **merchandise** business?
- ☐ A recreation-related service business (e.g., boat rentals, hotel)
 - ☐ A recreation-related merchandise business (e.g., boat sales, sporting goods)
 - ☐ Other (SPECIFY)_____
24. Please tell me which of the following categories represents your total household income before taxes.
- ☐ Less than \$20,000
 - ☐ \$20,000-\$40,000
 - ☐ \$40,001-\$60,000
 - ☐ \$60,001-\$80,000
 - ☐ \$80,001-\$100,000
 - ☐ More than \$100,000
 - ☐ (DON'T KNOW/REFUSED – DO NOT READ)
25. With which of the following ethnic groups do you most closely identify?
- ☐ Latino or Hispanic
 - ☐ White or Anglo (non Hispanic)
 - ☐ Asian
 - ☐ African American or Black
 - ☐ American Indian or Alaska Native
 - ☐ Pacific Islander or native Hawaiian
 - ☐ Other _____
 - ☐ (REFUSED – DO NOT READ)

26. Do you have any additional comments for us?
- ☐ Yes (RECORD ON PAPER)
 - ☐ No (SKIP TO CLOSING)

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!